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A GRALLA PUBLICATION

JUNE 1985

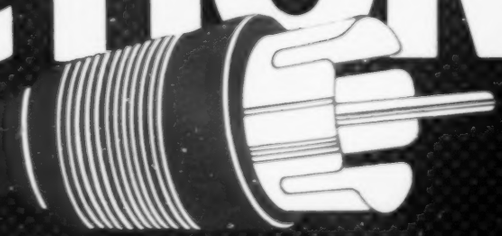
Merchandising

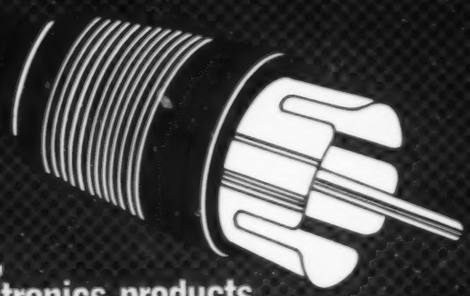
Home and Auto Electronics • Housewares • Major Appliances

THE NATIONAL MAGAZINE FOR HARDGOODS RETAILERS, WHOLESALERS AND DISTRIBUTORS

THE VCR CONNECTION

Retailers struggle to plug into profits





Also in this issue:

CES exhibitors unveil new video, audio, computer, telephone and personal electronics products

State energy standards could pose problems for appliance dealers

Sunbeam and Black & Decker heat up the housewares market

Mass merchandisers can move to maximize sales of computer software

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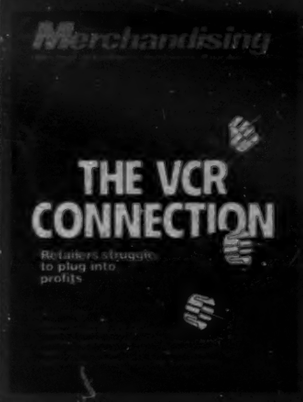

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Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. The Terminator *(Thorn EMI/HBO)*	—	1
2. Revenge of the Nerds *(CBS/Fox)* GP	2	3
3. Bachelor Party *(CBS/Fox)* GP	3	3
4. The Cotton Club *(Embassy)*	—	1
5. Body Double *(RCA/Columbia)*	—	1
6. Police Academy *(Warner)* GP	7	5
7. Star Trek III: The Search For Spock *(Paramount)*	1	3
8. All Of Me *(Thorn EMI/HBO)* GP	6	4
9. Country *(Touchstone)* GP	12	2
10. Red Dawn *(MGM/UA)* GP	5	3
11. The Little Drummer Girl *(Warner)* GP	17	2
12. The Pope of Greenwich Village *(MGM/UA)*	—	1
13. Oh God! You Devil *(Warner)*	—	1
14. Thief of Hearts *(Paramount)*	—	1
15. Irreconcilable Differences *(Vestron)*	28	2
16. Once Upon A Time In America *(Warner)* GP	9	3
17. Supergirl *(USA)*	—	1
18. Crimes of Passion *(New World)*	15	2
19. The Razor's Edge *(RCA/Columbia)*	14	2
20. Romancing the Stone *(CBS/Fox)* GP	13	9
21. The Natural *(RCA/Columbia)* GP	11	6
22. Gone With the Wind *(MGM/UA)* GP	4	3
23. Ninja III *(MGM/UA)*	—	1
24. Tightrope *(Warner)* GP	10	4
25. Oxford Blues *(CBS/Fox)*	—	1
26. The Empire Strikes Back *(CBS/Fox)* GP	22	6
27. No Small Affair *(RCA/Columbia)*	—	1
28. Under the Volcano *(MCA)* GP	—	1
29. The Evil That Men Do *(RCA/Columbia)* GP	16	4
30. Bill Cosby: Himself *(CBS/Fox)* GP	—	1

Top 10 in videocassette sales

1. Gone With The Wind *(MGM/UA)* GP	1	3
2. Star Trek III: The Search for Spock *(Paramount)*	2	3
3. Jane Fonda's Workout *(Karl-Lorimar)* GPI	3	35
4. Jane Fonda's Prime Time *(Karl-Lorimar)* GP	4	6
5. The Terminator *(Thorn EMI/HBO)*	—	1
6. Purple Rain *(Warner)* GP	6	6
7. Tina Turner: Private Dancer *(Sony)* G	7	2
8. Do It Debbie's Way *(Video Associates)* GP	10	2
9. Lionel Richie: All Night Long *(Musicvision)* GP	5	3
10. Raiders Of The Lost Ark *(Paramount)*	8	19

Top 5 in laserdisc sales

1. Gone With The Wind *(MGM/UA)* GP	2	2
2. Tina Turner: Private Dancer *(Sony)* G	—	1
3. The Empire Strikes Back *(CBS/Fox)* GP	1	6
4. Once Upon A Time In America *(Warner)* GP	—	1
5. Tightrope *(Warner)* GP	4	4

Top 5 in alternative programs

1. Jane Fonda's Workout *(Karl-Lorimar)* GPI	1	8
2. Jane Fonda's Prime Time *(Karl-Lorimar)* GP	2	6
3. Lionel Richie: All Night Long *(Musicvision)*	3	3
4. Do It Debbie's Way *(Video Associates)* GP	—	3
5. Tina Turner: Private Dancer *(Sony)* G	5	2

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)
P—Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

CBS/FOX

GARBO TALKS (1984) Anne Bancroft stars as a dying woman with one last request: to meet Greta Garbo. Her son (Ron Silver) is stuck with the task of finding the legendary recluse and convincing her to grant his mother's wish. Carrie Fisher, Howard DaSilva, Dorothy Loudon and Harvey Fierstein co-star in Sidney Lumet's comedy. *Color PG-13 104 minutes VHS hifi Beta hifi C: $79.95.*

COLISEUM

WRESTLING'S BLOOPERS, BLEEPS & BODYSLAMS Just when you thought home video was the only place left where you could avoid professional wrestling, A&H Sales Representatives and the World Wrestling Federation went and formed Coliseum Video for the express purpose of bringing such luminaries as Captain Lou Albano and Andre the Giant to your VCR. In this thrill-packed installment, the format is "borrowed" from the Dick Clark-type blooper shows, with various outtakes, mistakes and lunacies displayed. Sometimes they wrestle, too. *Color 60 minutes C: $59.95.*

KARL-LORIMAR

MAO TO MOZART (1981) Violinist Issac Stern traveled to China in 1979 and performed Western classical music to large crowds. Luckily, a documentary film crew came along, and produced this Oscar-winning feature. Stern is seen performing in concert and tutoring a number of Chinese groups. The film's title is justified through Stern's particular affection for Mozart's music, which he displays throughout the film. *Color 84 minutes C: $59.95.*

MGM/UA

2010 (1984) Subtitled "The Year We Make Contact," this sequel to Stanley Kubrick's classic 2001: A Space Odyssey was critically praised for its technical expertise and nominated for five Academy Awards. The plot concerns a scientist (Roy Scheider) who is forced into an uneasy alliance with Russian cosmonauts to reach the abandoned spaceship Discovery and find out why its mission failed and its computer, the famed HAL 9000, went crazy. Bob Balaban, John Lithgow, Helen Mirren and Keir Dullea (recreating his 2001 role of Dave Bowman) co-star. The film was written, produced and directed by Peter Hyams. *Color PG 116 minutes Beta hifi stereo C: $79.95.*

MUSICVISION

VISIONS OF DIANA ROSS The pop/soul superstar compiles six recent videos in this half-hour program, part of RCA/Columbia's music series that also brought you Lionel Richie's All Night Long. The format is similar, with videos blending into other videos. Titles include Missing You (Ross's tribute to Marvin Gaye), Swept Away, All of You (with Julio Iglesias), Muscles, Why Do Fools Fall In Love and Pieces of Ice. *Color 30 minutes VHS hihi Beta hifi stereo C: $19.95.*

PLAYHOUSE

PHAR LAP (1984) A true boy-and-his-horse story. In 1932, an Australian horse called Phar Lap hit the racing scene to win 37 races in three years. After that spree, however, the horse never ran again, for reasons still unexplained. This family film, directed by Simon Wincer, explores the relationships of the people who trained Phar Lap, particularly a young boy who befriended the horse. Tom Burlinson, Ron Leibman, Martin Vaughan, Judy Morris and Celia De Burgh are among the cast members. *Color G 107 minutes VHS hifi Beta hifi C: $79.98.*

RCA/COLUMBIA

THE KARATE KID (1984) Last summer's surprise hit stars Ralph Macchio as a New Jersey teenager who, transplanted to California, is intimidated by local bullies until he meets up with an inscrutable Japanese handyman (veteran Noriyuki "Pat" Morita) who teaches him the philosophy (and, more important, the technique) of karate. Some critics called it a teenage Rocky (whose director, John G. Avildsen, also did this film), and audiences responded as if to a Stallone special. *Color PG 126 minutes VHS hifi Beta hifi C: $79.95.*

WALT DISNEY

FALLING FOR THE STARS Stuntman-turned-actor Richard Farnsworth (The Grey Fox) narrates this look at the stunting profession, from The Perils of Pauline to Hill Street Blues. *Color and B/W 58 minutes C: $49.95.*

WARNER

PROTOCOL (1984) Goldie Hawn, after spending years playing down the dumb-blonde image that first brought her to the public's attention in Rowan & Martin's Laugh-In, returns to a similar role in this comedy, which she produced. Hawn plays a cocktail waitress who, through a series of circumstances, ends up as a U.S. diplomat. And that's only the beginning. Buck Henry wrote the screenplay, which was directed by Herbert Ross (Footloose, The Goodbye Girl). Co-starring Chris Saradon, Richard Romanus, Cliff De Young and Gail Strickland. *Color PG 96 minutes VHS hifi Beta hifi C: $79.95 LV: $34.98.*

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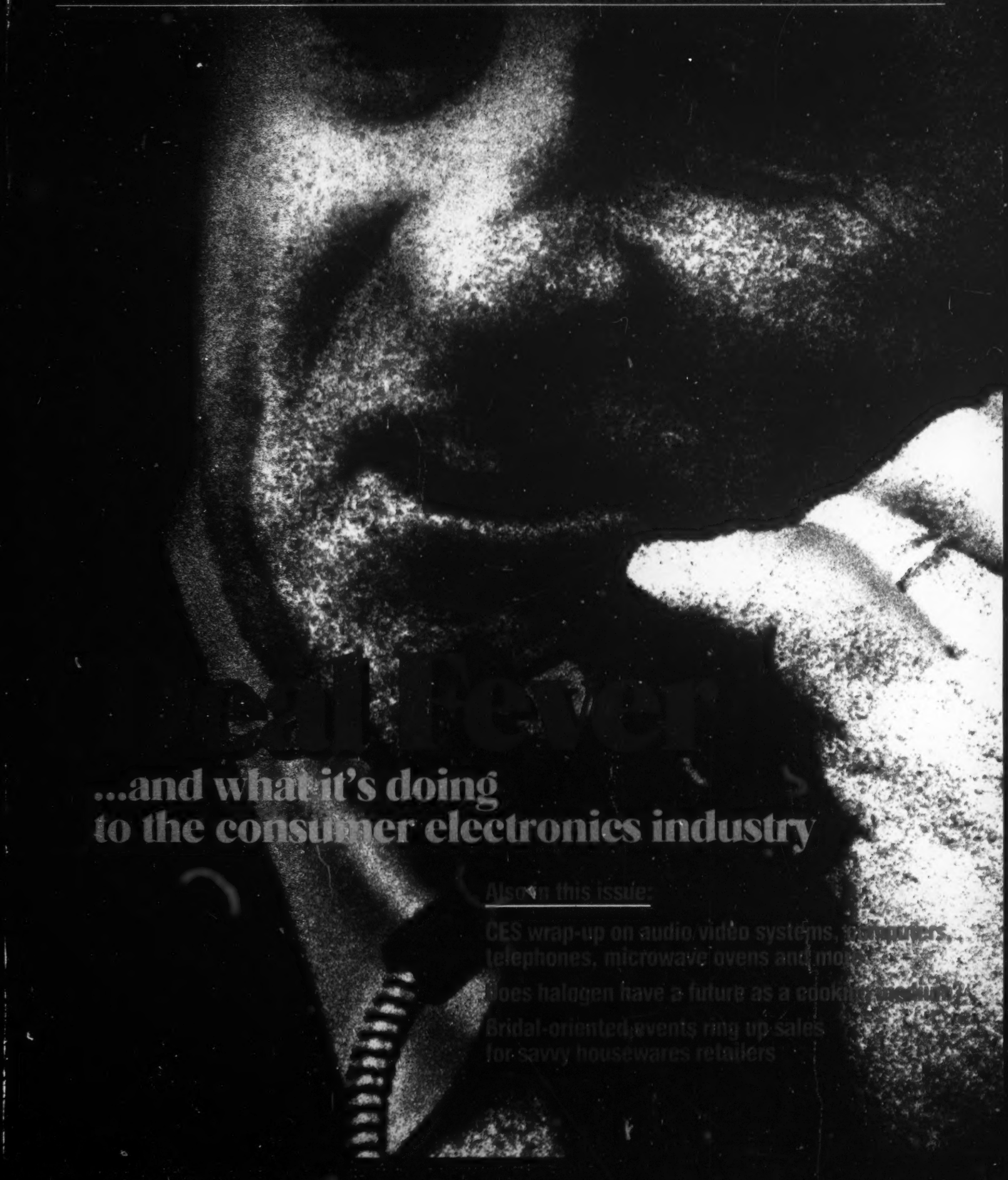

...and what it's doing to the consumer electronics industry

Also in this issue:

CES wrap-up on audio/video systems, computers, telephones, microwave ovens and more

Does halogen have a future as a cooking medium?

Bridal-oriented events ring up sales for savvy housewares retailers

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